Graphic Assets
Primary Believe It Lockup

The main asset in the Believe It campaign is the primary lockup, shown here. This artwork has been created using approved proportions and spacing. This artwork should not be altered in any way, including removing the period.

Shown here are guidelines for clear space and minimum size for this artwork.
Additional Lockups: Left Aligned and Square

Shown here are the approved additional, left aligned lockups. These may be used in situations where left aligned lockups fit it better with the application. This artwork has been created using approved proportions and spacing. This artwork should not be altered in any way. This includes removing the period.

Don’t try to recreate this artwork using separate logo files. Always used approved artwork.

The following clear space and minimum size rules apply to all left aligned lockups.

Left Aligned

Square

Believe it.
The Campaign for Oregon State University

Clear Space

Minimum Size

Print: These lockups should never be smaller than 3/4" wide.

Digital: These lockups should never be smaller than 5/8" wide.

Clear space is defined as 1/4 the total height of the lockup.
Additional Lockups: Horizontal

Shown here is the horizontal lockup. This may be used in situations where a horizontal lockup fits better with the application.

Don’t try to recreate this artwork using separate logo files. Always use approved artwork.

Shown here are guidelines for clear space and minimum size.

Clear Space

Minimum Size

Print: Believe It should never be smaller than 3/4” wide.

Digital: Believe It should never be smaller than 5/8” wide.
Additional Lockups:
Crest Lockups

The lockup with the university logo has been created using approved proportions and spacing. This artwork should not be altered in any way.

The following clear space and minimum size rules apply to all lockups with the University Logo.

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Horizontal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print: Believe It should never be smaller than 3/4” wide.</td>
<td>Digital: Believe It should never be smaller than 5/8” wide.</td>
</tr>
<tr>
<td>Minimum Size</td>
<td>Clear Space is defined as 1/2 the total height of the lockup.</td>
</tr>
<tr>
<td>3/4”</td>
<td>1/4 X X</td>
</tr>
<tr>
<td>5/8”</td>
<td>1/4 X X</td>
</tr>
</tbody>
</table>
Dos and Don’ts

The campaign identity system has been carefully crafted with consideration for a wide range of uses. In order to maintain consistency and a strong brand identity, the following alterations to the lockups should be avoided.

Each of these rules applies to all the lockups in the identity toolkit.